

# RANKPORTO

The positioning of Porto  
in the country and in the world

2024



Porto.



Porto City Council © 2025

City Councillor of Economy, Employment and Entrepreneurship  
Municipal Department of Economics  
Information and Strategic Studies Office

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Local government constitutes a fundamental pillar in the functioning of any civil society, democracy, and the cohesion of the Portuguese territory. This entity is the main promoter of local development and civic education of its citizens, providing an essential support to the community.

In a globalized world, municipalities need to establish their brand and identity in a national and international context. A strong brand identity can attract foreign investment, promote tourism, and enhance the quality of life for citizens. By ensuring their presence in classifications, rankings, and indexes, municipalities can showcase their achievements and promote themselves globally.

The Municipality of Porto, due to its size, historical and strategic importance for the country, competes and cooperates on a daily basis in international context. In this regard, the Municipality of Porto has created the RankPorto project, a study that compiles and analyzes several national and international rankings and indexes that include city of Porto and the country, covering different areas of intervention:

Environment, Culture, Economy and Competitiveness, Mobility and Infrastructure, Quality of Life, Talent, Education and Training, and Tourism.

In 2025, the Municipality is launching the third edition of this project, building on the structure and methodologies previously adopted. New rankings have been added, and Porto's positioning has been updated as of the date of publication. This study includes a comparative analysis with national and international cities similar to Porto in demographic profile, economic performance, or strategic relevance.





# 1. NAVIGATION



This study, prepared by the Municipality of Porto, aims primarily to compile and analyse various forms of recognition (i.e., rankings, indexes, and awards) in which the city of Porto and the country were acknowledged in the year 2024. To ensure the accuracy and credibility of the nominations, an assessment was carried out on the methodologies used in the awarding processes, taking into account parameters such as impact, transparency, integrity, and relevance to the Municipality..

Additionally, it was considered important to present the agreements and commitments of the Municipality in various areas of action, such as Environment and Culture .

Another crucial goal of this project was to position Porto within the European and international context. A benchmark analysis was carried out in relation to comparable cities within the European and global contexts. Notably, few European cities appear in multiple rankings, which complicates direct comparisons between Porto and cities with similar profiles.

## How to interpret the information in this report ?

### Iconografia



Ranking / index, where the symbol # refers to the position obtained



Award/ distinction without any associated quantitative classification



Pact or agreement

### Colours



Relative to city of Porto



Relative to Portugal





## 2. RANKINGS E INDEXES



Among Southern European countries, Portugal stands out for its commitment to environmental sustainability. In Porto, the climate strategy began in 2008 with the city's adherence to the Covenant of Mayors for Climate and Energy, which was renewed in 2019 and 2021, each time with more ambitious targets. Braga, Cascais, Coimbra, Lisbon, and Setúbal are other examples of Portuguese cities that have also joined this pact.

The environmental commitment was strengthened in 2022 with the signing of the Climate City Contract (CCC) under the European Union's Mission Cities initiative, which aims to accelerate the climate and digital transition in 100 European cities. Lisbon and Guimarães have also adopted the CCC, which sets two major objectives:

- achieving climate neutrality by 2030;
- becoming a model of innovation (smart city), inspiring other European cities by 2050.

Porto has been recognized for its environmental performance among European partners, having served as the Chair of the Environment Forum of the Eurocities Association from 2018 to 2023. Since 2014, it has been part of the CDP – Disclosure Insight Action, reporting annually on its results in adapting to climate change and reducing greenhouse gas emissions. As a result, Porto was distinguished as one of the CDP A-List cities in 2020 (88 cities), 2021 (95 cities), and 2022 (122 cities).



### Covenant of Mayors for Climate and Energy

European Commission  
(since 2008)



### Climate City Contract

European Commission  
(since 2022)



### Chair of the Environment Forum

Eurocities (2018-2023)



### City A-List

Carbon Disclosure Project  
(2020-2022)

### Benchmarking

- Braga, Guimarães
- Barcelona, Florence e Pádua

## 2.1. Environment

Regarding green spaces, *the Green Flag Award* has recognized, since 2019, the Parque da Cidade and the Jardim do Passeio Alegre. Since 2022, the Botanical Garden of Porto and the Gardens of the Crystal Palace have also been included in this list of excellence.

This award has the following objectives:

- ensuring universal access to high-quality green spaces;
- ensuring efficient management aligned with the needs of communities;
- defining standards of good governance;
- promoting and sharing best practices in the sector;
- recognizing the work of managers, staff, and volunteers.

The Jardim do Passeio Alegre has also received the Green Heritage Site distinction, a certification awarded to locations over 30 years old that preserve historical elements. Regarding water quality, in 2024, six beaches in Porto were awarded the Blue Flag. Gondarém beach stood out by receiving this recognition for the 15<sup>th</sup> consecutive year. For the second consecutive year, Porto was recognized as the *'Bluest Municipality,'* an award that acknowledges the work of Águas e Energia do Porto in beach management and the exemplary adherence to environmental education criteria during the bathing season.



### Green Flag Award Green Heritage Site

Ministry of Housing,  
Communities and Local  
Government of the United  
Kingdom (2024)



### Blue Flag ABAAE (2024)



### Município Mais Azul

Blue Flag Association for  
Environment and Education  
(ABAAE) and the Portuguese  
Environment Agency (APA)  
(2023, 2024)

In recent years, Porto has undergone a period of innovation and renewal of its iconic buildings, with notable examples including the Cinema Batalha, the Museum of the City, the Bolhão Market, and the Post Office Palace. These revitalization projects have not only strengthened the city's cultural heritage and identity but also gained media visibility and received numerous awards.

The most awarded project of 2024 was the revitalization of the Bolhão Market, which received the prestigious International Architecture Award in the Restoration/Renovation category. This award, regarded as the most important in the world for recognizing buildings, landscape architecture, and urbanism, further strengthens the international recognition of the project's architectural excellence and its positive impact on the city.

In previous years, the Bolhão Market had already been awarded several prizes, including the Global Excellence Awards by the Urban Land Institute (ULI) (2023), the European Excellence Award (2023), and the National Urban Rehabilitation Award (2023), where it won in the categories “Best Commercial and Services Use Intervention” and “Best Structural Rehabilitation”. In 2022, it also received the CONSTRUIR award, being recognized as “Best Rehabilitation Project of the Year”.



### **International Architecture Awards: Bolhão Market**

The Chicago Athenaeum & The European Centre (2024)



### **European Excellence Award and Global Excellence Award**

Urban Land Institute (2023)



### **National Urban Rehabilitation Award: Bolhão Market and Trindade Cinema**

Vida Imobiliária e Promovi (2023)



### **CONSTRUIR Prize: Bolhão Market**

CONSTRUIR (2022)



# 2.2. Culture

At the international level, the European Commission's Observatory of Cultural and Creative Cities, designed to support national, regional, and municipal policymakers in identifying local strengths and opportunities, as well as in comparing with other urban centers, has ranked Porto and two other Portuguese cities in the Top 15 of its Cultural and Creative Cities Index. It is also worth highlighting, among the three main subcategories of this index, the categories “Creative Economy” and “Favorable Environment”, in which Porto stands out with the best national rankings, in 6<sup>th</sup> and 5<sup>th</sup> place, respectively.

| Position         | City      | Country        |
|------------------|-----------|----------------|
| 1 <sup>st</sup>  | Vilnius   | Lithuania      |
| 2 <sup>nd</sup>  | Santiago  | Spain          |
| 3 <sup>rd</sup>  | Mons      | Belgium        |
| 4 <sup>th</sup>  | Riga      | Latvia         |
| 5 <sup>th</sup>  | Faro      | Portugal       |
| 6 <sup>th</sup>  | Cracóvia  | Poland         |
| 7 <sup>th</sup>  | Zagrebe   | Croatia        |
| 8 <sup>th</sup>  | Nicósia   | Chipre         |
| 9 <sup>th</sup>  | Porto     | Portugal       |
| 10 <sup>th</sup> | Matera    | Italy          |
| 11 <sup>th</sup> | Aveiro    | Portugal       |
| 12 <sup>th</sup> | Sófia     | Bulgaria       |
| 13 <sup>th</sup> | Breslávia | Poland         |
| 14 <sup>th</sup> | Brno      | Czech Republic |
| 15 <sup>th</sup> | Catânia   | Italy          |

Top 15: Category “GDP 19k - 27k” – Cultural and Creative Cities Monitor  
Source: [European Comission](#) (2024)



## Cultural and Creative Cities (GDP per capita €19,000 – €27,000)

European Commission  
(2019-2023)

### Benchmarking

- Vilnius (1<sup>st</sup>)
- Santiago de Compostela (2<sup>nd</sup>)
- Mons (3<sup>rd</sup>)
- Nicósia (8<sup>th</sup>)
- Matera (10<sup>th</sup>)



## Favorable Environment (GDP per capita 19000€ – 27000€)

European Commission  
(2019-2023)

### Benchmarking

- Mons (1<sup>st</sup>)
- Nicósia (2<sup>nd</sup>)
- Brno (3<sup>rd</sup>)
- Valencia (4<sup>th</sup>)
- Salamanca (6<sup>th</sup>)

## 2.2. Culture

RANK  
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Porto is also highlighted in international rankings as a cosmopolitan city, receptive to cultural and artistic events, and culturally significant in the European and global context. Casa da Música represents an important milestone in the city's cultural affirmation, particularly in the fields of music and performance. Meanwhile, the Serralves Foundation is currently regarded as one of the country's most successful and well-established cultural projects, attracting both international attention and prestige.

Portugal is one of the countries with the most UNESCO World Heritage sites per capita. In Porto, the classification of the Historic Centre as a UNESCO World Heritage site will celebrate its 30<sup>th</sup> anniversary in 2025. Along with other factors, this contributed to Porto's inclusion in the 2024 Tripadvisor rankings in the “Best Cultural Destinations” category worldwide. Here, Porto ranked 13<sup>th</sup>, ahead of cities such as Berlin, Vienna, Seville, and Baku, in a ranking based on user reviews and comments on the website.

The cultural brand of Porto was also highlighted internationally in 2020 and 2021, achieving 1<sup>st</sup> place in these two years as the “Must-Visit for a Cultural Experience”, awarded by National Geographic. Historical buildings of the city were highlighted, such as the Palácio da Bolsa, the Museum of the City, and the Casa do Infante, with special mention of the riverside area and Port wine, and with special emphasis on the World of Wine (WOW).



**UNESCO World  
Heritage: Historic  
Centre of Porto, Luiz I  
Bridge and Serra do  
Pilar Monastery**  
UNESCO (since 1996)



**Ranking of the Best  
Cultural Destinations in  
the World**  
Tripadvisor (2024)



**The Best of the World:  
Culture and History**  
National Geographic  
(2020-2021)

### *Benchmarking*

- Coventry (2<sup>nd</sup>)
- Vitoria-Gasteiz (4<sup>th</sup>)

## 2.2. Culture

On a national level, Portugal was ranked as the 23<sup>rd</sup> country with the greatest cultural influence, a rise of two positions compared to 2022. The country also secured 29<sup>th</sup> place in the “Best Country” category. This ranking places Portugal ahead of countries such as Austria, Turkey, Egypt, and Ireland, consolidating its position and growing relevance from an international perspective.

In 2024, in an analysis conducted on 92 countries, involving a survey of around 126,000 people, CEOWORLD magazine recognized Portugal as one of the countries with the greatest cultural influence. Ranked 8<sup>th</sup>, it was highlighted for its cultural diversity, shaped by factors such as language, heritage, cuisine, and architecture, with the potential to set new standards and redefine the global vanguard in these areas. In 2021, Portugal had secured 6<sup>th</sup> place among 162 countries.

| Posição          | País           | Pontuação |
|------------------|----------------|-----------|
| 1 <sup>st</sup>  | Italy          | 71,78     |
| 2 <sup>nd</sup>  | Greece         | 68,04     |
| 3 <sup>rd</sup>  | Spain          | 67,16     |
| 4 <sup>th</sup>  | United States  | 66,39     |
| 5 <sup>th</sup>  | France         | 66,06     |
| 6 <sup>th</sup>  | United Kingdom | 65,27     |
| 7 <sup>th</sup>  | India          | 64,14     |
| 8 <sup>th</sup>  | Portugal       | 63,20     |
| 9 <sup>th</sup>  | Japan          | 61,30     |
| 10 <sup>th</sup> | Switzerland    | 60,97     |

Top 10: Cultural Influence Category – Best Countries Ranking  
Source: [CEOWORLD](#) (2024)



**Best Countries in the World: Cultural Influence**  
U.S. News (2024)

*Benchmarking*

- Italy (1<sup>st</sup>)
- France (2<sup>nd</sup>)
- United States (3<sup>rd</sup>)
- Denmark (22<sup>th</sup>)
- New Zealand (24<sup>th</sup>)



**Best Countries in the World**  
U.S. News (2024)



**Countries in the World with the Greatest Cultural Influence**  
CEOWORLD (2024)



## 2.3. Economy and Competitiveness

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In recent years, Porto has been standing out in the economic sphere, as demonstrated by the results achieved in international rankings in the areas of foreign investment attraction, innovation, and entrepreneurship.

A notable example is the report produced by fDi Intelligence, which presents the European Cities and Regions of the Future, in which Porto competes directly with major European cities in its foreign investment attraction strategy. In the 2025 edition, the city secured first place in the ranking, in the “FDI Strategy – Large Cities” category, after recording over 300 tech start-ups, solidifying itself as a hub for innovation and business digitization in Europe. Previously, Porto had already secured first place in 2023 and third place in the European Cities of the Future editions of 2022 and 2024.

Porto's ecosystem has also attracted attention from international entities, as reflected in the “Europe's Innovative Cities Index” by 2thinknow. In this index, the city ranked 28<sup>th</sup> in Europe and 79<sup>th</sup> globally, ahead of cities such as Eindhoven, Manchester, Rotterdam, and Geneva.

In 2021 and 2022, Bloom Consulting published the Portugal City Brand Ranking, which analyzes the impact of Portuguese municipalities' brands through three main axes: Business (Investment), Visit (Tourism), and Live (Talent). In both years, Porto maintained 2<sup>nd</sup> place in all these parameters, behind Lisbon, a position reflected in the overall national ranking.



**European Cities and Regions of the Future: “Fdi strategy - Large cities”**

fDI Strategy (2024/2025)



**Innovative Cities Index**

2thinknow (2022/2023)



**Ranking City Brand Portugal**

Bloom Consulting (2022)



**Ranking City Brand Portugal**

Bloom Consulting (2021)

## 2.3. Economy and Competitiveness

RANK  
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**IESE Cities in Motion**  
IESE Business School (2024)

**Posição ranking ICIM: #105**

**Governance:**

**#87**

**Urban Planning:**

**#133**

**Technology:**

**#71**

**Environment:**

**#64**

**Internacional Projection:**

**#103**

**Social Cohesion:**

**#55**

**Mobility and Transportation:**

**#71**

**Human Capital:**

**#142**

**Economy:**

**#103**

### **Benchmarking**

- London (1<sup>st</sup>)
- New York (2<sup>nd</sup>)
- Paris (3<sup>rd</sup>)
- Corunha (104<sup>th</sup>)
- Zagrebe (106<sup>th</sup>)

IESE Cities in Motion, a collaborative platform of the Center for Globalization and Strategy and the Strategy Department of IESE Business School, assesses government performance across nine fundamental dimensions: human capital, social cohesion, economy, governance, environment, mobility and transportation, urban planning, national internal projection, and technological development.

The platform's mission is to promote the “Cities in Motion” model, fostering an innovative approach to urban governance and a new urban model for the 21<sup>st</sup> century, based on four key factors: a sustainable ecosystem, innovative activities, equity among citizens, and territorial cohesion. Among the 185 cities assessed, Porto ranks 55<sup>th</sup> in the field of Social Cohesion and 105<sup>th</sup> overall, marking an improvement of eight positions compared to previous years' rankings.

Porto is also part of the cluster of sustainability and quality of life centers, which includes cities such as Zurich, Munich, and Reykjavik, standing out for its commitment to exceptional quality of life, sustainable practices, and effective urban management. These cities are characterized by their excellent urban management, which prioritizes social cohesion and features robust infrastructure and mobility and transportation systems.

## 2.3. Economy and Competitiveness

In the 2024 economic and financial analysis by Fitch Ratings, Porto's long-term credit risk, both in foreign currency and local currency, was rated “A-”. This rating reflects stable outlooks, marking an improvement compared to previous years, while the short-term credit risk remained at “F1”. The rating corresponds to the highest level the Municipality could attain relative to the Portuguese sovereign rating (which was upgraded to “A-”), and reflects the city's financial solidity. Since 2005, the Municipality has annually and voluntarily engaged independent external entities to conduct financial assessments of its risk level, ensuring the transparency, quality, and sustainability of its public accounts.

The Fitch Ratings assessment is based on long-term trends and expectations, focusing on three main risk pillars - revenues, expenses, and liquidity - and their respective mitigation measures. According to the rating agency, the Municipality of Porto's intermediate risk profile reflects a moderately low credit risk compared to other European cities.

| Cidade    | LT IDR | ST IDR |
|-----------|--------|--------|
| Porto     | A-     | F1     |
| Paris     | AA-    | F1+    |
| Madrid    | BBB+   | F1     |
| Barcelona | A-     | F1     |

Source: [Fitch Ratings](#) (2024)

### Evolution of Fitch Ratings' Classification for Porto (2005-2024)

|      |      |
|------|------|
| 2024 | A-   |
| 2023 | BBB+ |
| 2022 | BBB+ |
| 2021 | BBB  |
| 2020 | BBB  |
| 2019 | BBB  |
| 2018 | BBB  |
| 2017 | BBB  |
| 2016 | BB+  |
| 2015 | BB+  |
| 2014 | BB+  |
| 2013 | BB+  |
| 2012 | BB+  |
| 2011 | BB+  |
| 2010 | A+   |
| 2009 | AA   |
| 2008 | AA   |
| 2007 | AA   |
| 2006 | -    |
| 2005 | AA   |



## 2.3. Economy and Competitiveness

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At the national level, over the past few years, Portugal has been gaining competitiveness. In 2024, it reached 36<sup>th</sup> place in the Global Competitiveness Ranking, a leading annual report on the competitiveness of global economies.

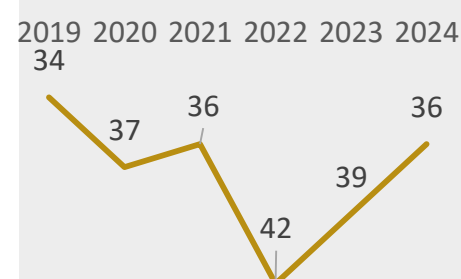
According to the analysis by the IMD, with the contribution of Porto Business School, Portugal moved up 4 positions in the global ranking, recording significant improvements in all assessed areas. In particular, the country showed better performance in the economic sector, in governance efficiency, and in the business sector. The greatest improvements were seen in the field of infrastructure, where it moved from 32<sup>nd</sup> to 26<sup>th</sup> place, and in technological knowledge, moving from 32<sup>nd</sup> to 29<sup>th</sup> position.

Regarding the Digital Competitiveness Ranking, which aims to measure the capacity and preparedness of 67 economies to adopt and explore technologies that are key factors for the economic transformation of businesses, governments, and society in general, Portugal ranks 35<sup>th</sup>. Over the years, the country has been improving its position, now ahead of countries such as Italy, Poland, and Chile.

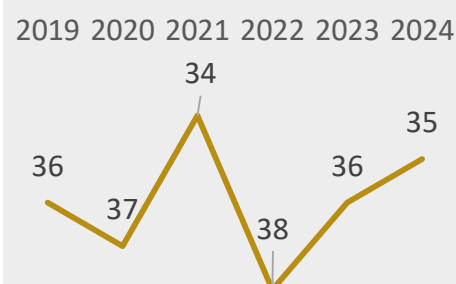
The rankings, annually produced by the IMD World Competitiveness Center, highlight the disparities in digital infrastructure development between countries worldwide. Exacerbated by the effects of current geopolitical tensions, these differences can be addressed by ensuring openness and the ability to keep pace with the fast-evolving world of emerging technology.



### Global Competitiveness Ranking IMD (2024)



### Global Digital Competitiveness Ranking IMD (2022)



#### Benchmarking

- Singapore (1<sup>st</sup>)
- Switzerland (2<sup>nd</sup>)
- Denmark (3<sup>rd</sup>)
- Kazakhstan (34<sup>th</sup>)
- Malaysia (36<sup>th</sup>)

## 2.4. Mobility and Infrastructure

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Porto has been asserting itself in the air mobility sector, with Francisco Sá Carneiro Airport being the only national airport to feature in the Top 20 of European infrastructures, according to a study by Air Service One. The company, specialized in commercial aviation data analysis, recognized the airport for launching 28 new air routes, out of 1,429 routes created to and from Europe in 2023. Also noteworthy is the record number of 15.9 million passengers recorded in 2024, representing a 5% increase compared to 2023.

Still in 2024, Porto retained the top position nationally and ranked in the Top 40 of the best airports in Europe, ahead of major capitals like London, Prague, and Copenhagen. The airport ranking by the international agency Air Help is based on information about operational punctuality and passenger ratings regarding airport infrastructure and user experience.

The annual Airport Service Quality Awards, presented by Airports Council International, recognize the excellence of airports in customer experience worldwide, based on data from the well-known Departures and Arrivals surveys of the ASQ program.

Francisco Sá Carneiro Airport has also, for the third consecutive year, received the “Best Medium-Sized European Airport” award, given to European airports of excellence that receive between 5 and 15 million passengers



**Top 20 European Airports**  
Air Service One (2024)



**European Airport  
Ranking: Francisco Sá  
Carneiro Airport**  
Air Help (2024)

### *Benchmarking*

- Bergen (1<sup>st</sup>)
- Bodo (2<sup>nd</sup>)
- Bilbao (3<sup>rd</sup>)
- Toulouse (35<sup>th</sup>)
- Hamburgo (37<sup>th</sup>)



**Best Mid-Sized Airport  
in Europe**

ASQ Awards, Airports Council  
International (2020-2023)

**Additional Distinctions**  
**Airport with the Best Hygiene  
Measures in Europe**  
(2020-2021)

## 2.4. Mobility and Infrastructure

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Regarding pedestrian mobility, infrastructure that supports pedestrian circulation is essential for the economy of urban areas, as it increases their value and attractiveness. In 2024, Porto became part of the “Cities and Towns that Walk” network, created to establish a platform for sharing experiences and solutions that serve as examples of good urban practices in sustainable mobility.

In a list compiled by Insider Monkey, which ranks the 30 Best “Walking Cities in the World”, Porto ranks fourth, ahead of cities like Stockholm, Sydney, and Edinburgh. The ranking is based on ratings and indices collected from various sources, also considering other factors such as the distance between the top five tourist attractions, air quality, and crime and safety indices of each city.

In 2023, Porto was highlighted by the British platform *Preply* as the third “Best City in Europe for Exploring on Foot”. The top spots of the ranking are shared with Seville and Venice, in 1<sup>st</sup> and 2<sup>nd</sup> place, respectively. The analysis of the distance to cover between the five main tourist attractions of the 30 most popular cities in Europe is made through indicators such as “walking distance (km)”, “time to cover (min)”, “number of steps along the route”, and “number of calories burned”.

According to the blog, Porto's main tourist attractions are about 1.4 km away, which translates to an average journey of 30 minutes, 2,940 steps, and a calorie expenditure of 147 kcal.



### Network of Walkable Cities and Towns

Institute of Cities and Towns with Mobility (since 2024)



### Best Walkable Cities in the World

Insider Monkey (2024)

#### Benchmarking

- Florence (1<sup>st</sup>)
- Riga (2<sup>nd</sup>)
- Hamburg (3<sup>rd</sup>)
- Madrid (5<sup>th</sup>)



### Melhor cidade da Europa para explorar a pé

Preply (2023)

#### Benchmarking

- Sevilha (1<sup>st</sup>)
- Venice (2<sup>nd</sup>)
- Florence (4<sup>th</sup>)
- Amsterdam (6<sup>th</sup>)

## 2.5. Quality of Life

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Quality of life is one of Porto's strong points, with several organizations recognizing the city as one of the best in the world to live in.

Gastronomy, culture, nightlife, and community life in the city of Porto have been recognized in four distinct years in the “Best Cities in the World to Visit” ranking, resulting from the annual survey conducted by Time Out. In its debut year, in 2018, the city reached 2<sup>nd</sup> place, and in 2021 and 2023, it ranked 9<sup>th</sup> and 10<sup>th</sup>, respectively. In 2024, it remains in the Top 10 of “Best Cities in the World to Visit”, in 8<sup>th</sup> place, ahead of Shanghai and Copenhagen. This year's podium is led by Cape Town, followed by Bangkok and New York.

Numbeo, the largest collaborative database on cities and countries in the world, has ranked Porto as the 16<sup>th</sup> city with the highest quality of life. This result represents an improvement of 8 positions compared to 2023, placing Porto ahead of cities like London, Seattle, and New York. The index, which evaluates the quality of life in cities worldwide, also highlights Lisbon, in 87<sup>th</sup> place, and The Hague and Eindhoven on the podium, in 1<sup>st</sup> and 2<sup>nd</sup> place, respectively.

Other attractive factors of the city, such as “business opportunities”, “hospitality”, and “accessibility”, are also considered in the rankings of Monocle magazine, which in 2022 ranked Porto as the 10<sup>th</sup> “Best Small City in terms of quality of life”. Porto is also listed in previous editions, having moved from 9<sup>th</sup> place in 2020 to 1<sup>st</sup> place in 2021, achieving a record score.



### Time Out City Life Index

Time Out (2024)

#### Benchmarking

- Cape Town (1<sup>st</sup>)
- Bangkok (2<sup>nd</sup>)
- New York (3<sup>rd</sup>)
- Mexico City (7<sup>th</sup>)
- Shanghai (9<sup>th</sup>)



### Quality of Life Index

Numbeo (2024)

#### Benchmarking

- Hague (1<sup>st</sup>)
- Eindhoven (2<sup>nd</sup>)
- Luxembourg (3<sup>rd</sup>)
- Frankfurt (15<sup>th</sup>)
- Geneva (16<sup>th</sup>)



### Small Cities Index

Monocle (2022)



## 2.5. Quality of Life

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Various European studies and rankings highlight Porto as a city of high quality of life, where innovation, dynamism, and well-being come together in a unique way.

In the Benchmarking study conducted by MedUX in 2024, a company that measures and monitors internet quality across Europe, Porto stood out in the fields of 5G upload speed and 5G spatial coverage. It ranks first among the 10 European cities evaluated, including Paris, London, and Berlin. The study, which measures the quality of experience for users of 5G networks in different European cities, also positioned Porto in 6<sup>th</sup> place in the overall Quality of Experience ranking.

Porto also has two beaches accredited for accessibility. It was also considered the “Most Active City in the country” in a study conducted by We Ward.

In the field of sports, Porto also distinguishes itself in sports by hosting events that promote a healthy and active lifestyle. World Athletics ranked the Porto Marathon among the 100 best marathons in the world. This distinction results from an evaluation based on three criteria: based on race times, the level of athlete participation, and the world records attained.

In 2021, a study published by Sumo Finans, a Norwegian platform specializing in personal finance content, analyzed 50 European cities and ranked Porto as the European city with the best quality of life for families, surpassing Barcelona (2<sup>nd</sup>) and Lisbon (3<sup>rd</sup>).



### 5G Quality of Experience

MedUX (2024)

#### *Benchmarking*

- Berlin (1<sup>st</sup>)
- Barcelona (2<sup>nd</sup>)
- Paris (3<sup>rd</sup>)
- Milan (5<sup>th</sup>)
- Rome (7<sup>th</sup>)



### Marathon Performance Ranking

World Athletics (2024)



### European Quality of Life

Sumo Finans (2021)

#### *Benchmarking*

- Barcelona (2<sup>nd</sup>)
- Lisbon (3<sup>rd</sup>)

## 2.5. Quality of Life

RANK  
PORTO

Portugal is, in general, one of the safest countries in the world, which is a decisive factor in the rankings related to quality of life.

The Economist magazine publishes the Global Peace Index, annually produced by the Institute for Economics and Peace (IEP), in which Portugal has consistently ranked. This internationally recognized indicator provides the most comprehensive analysis (99.7% of the population) to date on peace trends, its economic value, and how to develop peaceful societies. It is important to highlight that, since 2016, the country has been in the top ten of this ranking, achieving second place in 2017.

It is also relevant to note that Portugal maintained 25<sup>th</sup> place in the "Elite Quality Index" from the University of St. Gallen. The EQx is a political economy index that measures the quality of the elites of world nations in terms of the capacity of business models to create value, rather than seeking profit, as evidenced by accumulated data sets.

Portugal ranks first in the "Academic Freedom Index" and the "Women, Business and Law Index", as well as the "Religion - Government Restrictions Index", revealing that the country is highly tolerant of minorities and offers academic and religious freedom.

Portugal was also highlighted in the InterNations World Quality of Life Index, ranking 7<sup>th</sup>, based on the evaluation of immigrants who have lived in Portugal (min. 50). The evaluation includes categories such as Environment and Climate, Health, and Safety.



### Evolution of Position in the Global Peace Index

Institute for Economics and Peace (2024)

#### Benchmarking

- Iceland (1<sup>st</sup>)
- Ireland (2<sup>nd</sup>)
- Austria (3<sup>rd</sup>)
- Switzerland (6<sup>th</sup>)
- Denmark (8<sup>th</sup>)

|      |                 |
|------|-----------------|
| 2024 | 7 <sup>th</sup> |
| 2023 | 6 <sup>th</sup> |
| 2022 | 9 <sup>th</sup> |
| 2021 | 7 <sup>th</sup> |
| 2020 | 6 <sup>th</sup> |
| 2019 | 4 <sup>th</sup> |
| 2018 | 4 <sup>th</sup> |
| 2017 | 2 <sup>nd</sup> |



### Elite Quality Life Index

Universidade de St. Gallen (2024)

#### Benchmarking

- Switzerland (1<sup>st</sup>)
- Singapore (2<sup>nd</sup>)
- Netherlands (3<sup>rd</sup>)
- Spain (24<sup>th</sup>)
- Ireland (26<sup>th</sup>)

## 2.6. Talent, Education, and Training

RANK  
PORTO

Education represents a fundamental pillar in the success of any society. The Municipality of Porto, in collaboration with the region's universities, aware of this factor, has been increasing the offer of high-quality training.

This effort by the educational institutions has been evident in the region's good economic and innovation results, thus attracting the attention of international entities such as Edu Universal, which awarded the MBA from Porto Business School (PBS) as the 41<sup>st</sup> best in Western Europe and the 1<sup>st</sup> in Portugal. Meanwhile, the Master's in Finance from the Faculty of Economics of the University of Porto was ranked 18<sup>th</sup>, making it the second-best offer at the national level.

Tourism being one of the most important sectors in the region, the commitment to training good professionals in this area has been evident. The Postgraduate in Tourism and Hospitality Management from PBS was distinguished as the 9<sup>th</sup> best in the world, ahead of major international schools such as LUISS in Rome.

Since 2011, PBS has been part of the prestigious Financial Times Executive Education Ranking and, for the second consecutive year, stands out among the top 50 business schools in the world, having achieved 39<sup>th</sup> place, a considerable improvement in the ranking (20 positions) compared to 2022. The Executive Education programs were also ranked in the global Top 50, in 44<sup>th</sup> place.

Portugal consolidates its international reputation, with four schools in the Top 50, and is one of the best-qualified European countries, ranking only behind France, Germany, and the United Kingdom.



**Best MBA in Western Europe: Porto Business School – University of Porto**

Edu Universal (2024)



**Best Postgraduate in Tourism and Hospitality Management in the World: Porto Business School – University of Porto**

Edu Universal (2024)



**European Business School Ranking: Porto Business School – University of Porto**

Financial Times (2024)



**Executive Education: Porto Business School – University of Porto**

Financial Times (2024)

## 2.6. Talent, Education, and Training

RANK  
PORTO

In 2023, the “Portugal’s Entrepreneurial University Ranking” came to a conclusion: the alumni of the University of Porto are the most entrepreneurial in the country. This initiative by Startup Portugal found 275 startup founders among the graduates of the Porto institution, while the Porto Polytechnic also made it into the Top 10, with 60 entrepreneurs.

The entrepreneurial capacity of the city is also reflected in its ability to attract professionals and companies, standing out as a hub of innovation and flexibility in the work environment.

From a list of 60 cities worldwide, Porto ranks first as the “Best City to Work Remotely”. With the second-fastest internet speed among the evaluated countries and a strong score in terms of cybersecurity, combined with a variety of green spaces, over four thousand local accommodations, and 11 different attractions rated five stars, Porto is the perfect city for remote work.

Positioned in first place, it shares the podium with two Spanish cities, Valencia and Barcelona, ranked second and third, respectively. The former recorded high scores in the fields of cybersecurity and internet access, which add to its average of 2,701 hours of sunshine per year. Barcelona’s classification was driven by its more than 6,500 hours of sunshine per year, as well as its abundance of green spaces and tourist attractions.

Porto stands out not only for the entrepreneurial spirit of its graduates, but also for its growing ability to attract and retain qualified talent, offering ideal conditions for those seeking to work remotely.



### Portugal Entrepreneurial University Ranking

Startup Portugal (2023)



### Best Cities in the World to Work Remotely

Culture Trip (2023)

#### *Benchmarking*

- Valencia (2<sup>nd</sup>)
- Barcelona (3<sup>rd</sup>)
- Lyon (4<sup>th</sup>)
- Lisbon (5<sup>th</sup>)
- Naples (6<sup>th</sup>)

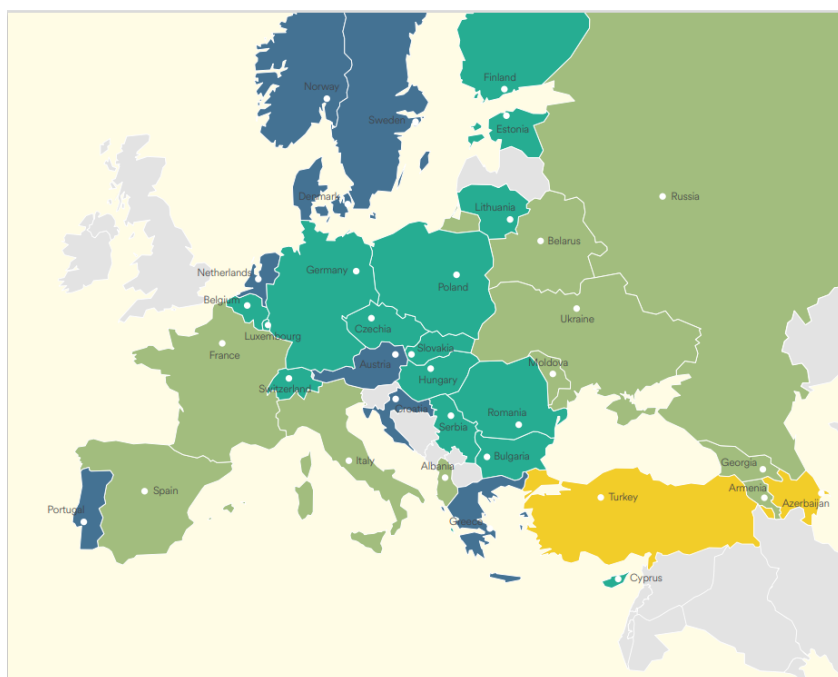
## 2.6. Talent, Education, and Training

RANK  
PORTO

Portugal has achieved excellent results at the international level with regard to English proficiency as a non-native language. The EF English Proficiency Index ranked the country 6th in the 2024 Global Ranking of Countries, marking an improvement of three positions compared to 2022.

Portugal clearly stands out when compared with other Mediterranean countries with Latin-based languages, being one of the countries with the highest score increase worldwide since 2011. Ahead of Portugal are only Central and Northern European countries and Singapore, with Portugal even surpassing countries such as Germany, Switzerland and Denmark.

At the national level, Porto secured 5th place with a score of 618, positioning itself ahead of cities such as Berlin (615), Brussels (580), and Stockholm (617). This ranking reinforces the city's prestige and international appeal, highlighting it as a significant destination on the global stage.



European countries in the ranking

Source: [Ranking EF English Proficiency Index para a Europa](#)



### EF English Proficiency Index

Education First (2024)

#### Benchmarking

- Netherlands (1<sup>st</sup>)
- Norway (2<sup>nd</sup>)
- Singapore (3<sup>rd</sup>)
- Croatia (5<sup>th</sup>)
- Denmark (7<sup>th</sup>)



### English Proficiency Index

Education First (2024)

#### Benchmarking

- Braga (1<sup>st</sup>)
- Coimbra (2<sup>nd</sup>)
- Lisboa (3<sup>rd</sup>)
- Aveiro (4<sup>th</sup>)
- Setúbal (6<sup>th</sup>)

## 2.6. Talent, Education, and Training

RANK  
PORTO

According to the Global Talent Competitiveness Index, produced by INSEAD in collaboration with Accenture and the Portulans Institute, Portugal ranks 27<sup>th</sup> worldwide. In this category, the country is positioned ahead of Southern European nations such as Spain, Italy, and Greece, trailing only Malta. This ranking highlights Portugal's ability to attract and retain talent - a crucial factor in offsetting the country's relatively low-skilled workforce.

The Global Talent Ranking, developed by IMD, places Portugal among the Top 25 countries. This study highlights several strengths, including a high female participation rate in the workforce - ranked 5<sup>th</sup> globally - strong language skills (9<sup>th</sup> place), and a strong educational focus on management. On the other hand, the report identifies some weaknesses, such as brain drain, low overall workforce qualifications, a lack of international experience and senior managerial talent within companies, and a weak judicial system. Nevertheless, Portugal ranks ahead of countries like the United Kingdom and other Southern European nations.

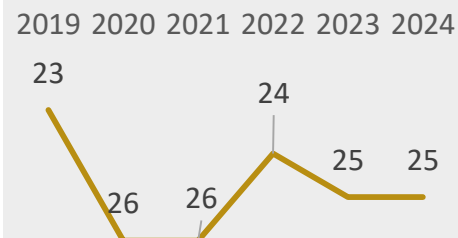
Portugal is ranked among the Top 50 countries in the global ranking published by the renowned international business magazine CEOWORLD. This ranking is based on three equally weighted factors: the development of the public education system, the overall quality of education, and the likelihood of respondents choosing to attend university in that country. The highest-ranked countries tend to combine public and decentralised education systems.



**Global Talent Competitiveness Index**  
INSEAD (2023)



**World Talent Ranking**  
IMD (2024)



**Countries with the Best Education Systems in the World**  
CEOWORLD (2024)

### Benchmarking

- United Kingdom (1<sup>st</sup>)
- United States (2<sup>nd</sup>)
- Australia (3<sup>rd</sup>)
- India (33<sup>rd</sup>)
- Croatia (35<sup>th</sup>)



## 2.7. Tourism

## RANK PORTO

Tourism is a sector of considerable importance for the city of Porto, particularly due to its contribution to economic development.

In recent years, Porto has established itself as one of the most sought-after and internationally recognised tourist destinations, receiving various awards. Among these, the destination's growing popularity and the quality of experiences offered to visitors are highlighted. Among the most notable distinctions are the World Travel Awards, also known as the “Oscars of Tourism,” which recognise the best practices and achievements in the sector at a global level.

In 2024, Porto achieved first place for the first time in the category of “World’s Leading Seaside Metropolitan Destination,” which further reinforced the city’s status as a premier coastal destination. In the two preceding years, the city had already stood out in the category of *Europe’s Leading City Break Destination*, securing first place in both 2022 and 2023. Additionally, in 2022, Porto received one of the most exclusive distinctions, “World’s Leading City Destination.”

One of the various factors contributing to Porto’s growing appeal lies in its reputation as an extremely welcoming destination, thanks to the hospitality of its inhabitants. More importantly, the city has been improving its performance in this area, being recognised for the second consecutive year by *The Condé Nast Traveller* as one of the “Friendliest Cities in Europe.” This ranking reflects a rise from 5<sup>th</sup> place in 2022 to 2<sup>nd</sup> place in 2024, placing Porto just behind Victoria, Canada and highlighting the increasing appreciation for the people of Porto.



### Best Seaside Metropolitan Destination

World Travel Awards (2024)



### Europe’s Leading City Break Destination

World Travel Awards  
(2022, 2023)



### World’s Leading City Break Destination

World Travel Awards (2022)



### Friendliest Cities in Europe

The Condé Nast Traveller  
(2024)

#### Benchmarking

- Vitória (1<sup>st</sup>)
- Reiquiavique (3<sup>rd</sup>)
- Melbourne (4<sup>th</sup>)
- Singapore (5<sup>th</sup>)

## 2.7. Tourism

Porto is undoubtedly recognised for its gastronomy and culinary offerings, having ranked in the Top 10 of TripAdvisor’s “Best Food Destinations” in 2024. In 2022, it was also awarded “City of the Year” at the Food and Travel Reader Awards gala held in London. This distinction, granted by the readers of Food and Travel magazine, dedicated to gastronomy, wine, and travel, saw Porto surpass cities such as Barcelona, London, New York, and Paris.

Porto’s prominence as a globally attractive tourist destination is demonstrated by the fact that the city is no longer regarded solely as a destination for wine-loving adults, increasingly captivating younger visitors. The latter, being more adventurous and undertaking Interrail journeys, is reflected in the “Europe Interrail Index” produced by Bounce, where Porto secured 2<sup>nd</sup> place in Europe.

The international visibility and relevance that the city has been gaining are driven by numerous factors, with media coverage being one of the most significant contributors.

The promotional film “The Majestic Adventures of Ofelia” by Souza was a clear example of the impact of media exposure, having been awarded “World’s Best Tourism Film” in the Tourism Products category at the World’s Tourism Film Awards in Valencia. Achieving the highest score across all competing categories, the film secured first place in the ranking as a result of points earned from awards received at the ten festivals comprising the CIFFT global circuit. In this competition, 34 promotional films vied for the same category.



### Best Gastronomic Destination

Trip Advisor (2024)

#### Benchmarking

- Rome (1<sup>st</sup>)
- London (2<sup>nd</sup>)
- Marrocos (3<sup>rd</sup>),
- Amesterdam (4<sup>th</sup>)



### City of the Year

Food And Travel Awards (2022)



### Europe Interrail Index

Bounce (2022)

#### Benchmarking

- Barcelona (1<sup>st</sup>)
- Paris (3<sup>rd</sup>)
- Amesterdam (4<sup>th</sup>)



### Best Tourism Film in the World

International Committee of Tourism Film Festivals (CIFFT) (2022)

## 2.7. Tourism

RANK  
PORTO

Porto's prominence as a globally attractive tourist destination is matched by the importance that Portugal, as a whole, has been gaining in the tourism sector. Portugal was awarded "Best European Destination" for a total of six years, from 2017 to 2020, and again in 2022 and 2023. In 2024, Portugal won in 17 categories at the World Travel Awards and 24 categories at the European Travel Awards.

The prominence that Portugal has been gaining is largely due to the work carried out by Destination Management Organizations (DMOs), with special mention to Turismo de Portugal, which was awarded "Europe's Leading Tourist Board" nine times between 2008 and 2022. In 2024, the award was granted to Visit Madeira.

Portugal was also honoured with two awards by the renowned travel and tourism magazine The Condé Nast Traveller. The first award was for "Best Country in the World to Travel To", with a score of 91.22, standing out ahead of countries such as Japan, Thailand, Singapore, Greece, and many other increasingly popular destinations. The second award, achieved in second place, was for "Friendliest Countries in Europe", coming only behind Ireland. These rankings are based on reader evaluations and votes.

The successive recognition of Portugal and Porto as leading references in the tourism sector, with remarkable expertise in offering unique and diverse experiences, attracts thousands of tourists from around the world each year. By masterfully combining its historical and cultural heritage with a modern and innovative offering, the country demonstrates exceptional adaptability without losing authenticity, alongside a level of service quality that makes it an undisputed leader in this field.



### **Best Tourism Destination in Europe**

World Travel Awards  
(2017 - 2020, 2022, 2023)



### **Best European Tourism Organisation**

World Travel Awards



### **Best Country to travel in the World**

The Condé Nast Traveller  
(2022)



### **Friendliest Countries in Europe**

The Condé Nast Traveller  
(2022)





### 3. METHODOLOGY




## 2.1. Environment

For more information, please refer to the icons.



| Ranking   | Entity  | Source  |
|---|---|---|
| <b>Covenant of Mayors for Climate and Energy</b><br>2008, 2019, 2021  | European Commission   |    |
| <b>Cidades A-List</b><br>2020, 2021, 2022   | Carbon Disclosure Project   |   |
| <b>Blue Flag</b><br>2016, 2017, 2018, 2020, 2021, 2022 e 2023   | Blue Flag Association in Europe   |  |
| <b>Seal of Excellence for the Quality of Drinking Water for Human Consumption</b><br>2017, 2018, 2019, 2020, 2021 | Entidade Reguladora dos Serviços de Água e Resíduos (ERSAR)                         |  |
| <b>Green Flag Award</b><br>2019, 2020, 2021, 2022   | Keep Britain Tidy/ UK Government Department for Levelling Up, Housing & Communities |  |

## 2.2. City and Urban Planning



| Ranking                           | Entity           | Source  |
|-----------------------------------|------------------|---|
| Ranking Portugal City Brand       | Bloom Consulting |  |
| Awards CONSTRUIR                  | CONSTRUIR        |  |
| Best Urban Rehabilitation Project | CONSTRUIR        |  |

## 2.3. Culture

| Ranking  | Entity                  | Source  |
|--|-------------------------|---|
| Observatory of Cultural and Creative Cities    | European Commission     |  |
| Best in the World for Culture and History      | National Geographic     |  |
| Best Cultural Destination in Europe            | World Travel Awards     |  |
| World Heritage                                 | UNESCO                  |  |
| Countries with the Greatest Cultural Influence | U.S News & World Report |  |
| Best Countries in the World                    | U.S News & World Report |  |








## 2.4. Economy

| Ranking  | Entity  | Source  |
|--|---|---|
| European Medium-Sized Cities of the Future<br>– FDI Strategy | FDI European Cities<br>and Regions of the Future,<br>fDI Strategy |    |
| Innovation Awards for Smart Cities                           | AIM   |    |
| Innovation Cities Index                                      | 2thinknow   |  |
| Global Competitiveness Ranking                               | IMD   |  |
| Global Digital Competitiveness Ranking                       | IMD   |  |
| Credit Risk  | Fitch Ratings   |  |

## 2.5. Mobility and Transport

| Ranking  | Entity                         | Source  |
|--|--------------------------------|---|
| Best Medium-Sized Airport in Europe – ASQ Awards | Airports Council International |  |
| European Airports Ranking                        | AirHelp                        |  |
| Best City in Europe for Exploring on Foot        | Preply                         |  |

## 2.6. Quality of Life

| Ranking                  | Entity                 | Source  |
|--------------------------|------------------------|---|
| Quality of Life Index    | Numbeo                 |  |
| Small Cities Index       | Monocle                |  |
| Time Out City Life Index | Time Out               |  |
| Global Peace Index       | The Economist          |  |
| Elite Quality Life Index | Universidade St.Gallen |  |

## 2.7. Talent, Education, and Training

| Ranking   | Entity          | Source  |
|---|-----------------|---|
| EF English Proficiency Index                              | Education First |    |
| Global Talent Competitiveness Index                       | Insead          |    |
| Global Talent Ranking                                     | IMD             |    |
| Best MBA in Western Europe                                | Edu Universal   |  |
| Best Postgraduate in Tourism and Hospitality in the World | Edu Universal   |  |
| Best Business School in Europe                            | Financial Times |  |
| Best Master's in Finance in Europe                        | Financial Times |  |
| Executive Education Ranking                               | Financial Times |  |
| Best Cities in the World to Work Remotely                 | Culture Trip    |  |
| Countries with the Best Education System in the World     | CEOWORLD        |  |



## 2.8. Tourism

| Ranking                                | Entity  | Source  |
|--|---|---|
| Friendliest Cities in Europe           | The Condé Nast Traveller                          |    |
| City of the Year                       | Food And Travel Awards                            |    |
| Friendliest Countries in Europe        | The Condé Nast Traveller                          |    |
| Best Country in the World to Travel to | The Condé Nast Traveller                          |  |
| Best European City Break Destination   | World Travel Awards                               |  |
| Best European Tourism Organization     | World Travel Awards                               |  |
| Best Tourist Destination in Europe     | World Travel Awards                               |  |
| Europe's Interrail Index               | Bounce  |  |
| Best Tourism Movie in the World        | International Committee of Tourism Film Festivals |  |

## 4. Certifications of the Municipality of Porto



Since 2003, the City Hall of Porto has been committed to the continuous improvement of services provided to citizens, voluntarily seeking certification from independent entities. Since then, the Municipality has been obtaining and renewing various certifications in a wide range of areas..



## NP EN ISO 9001:2015 - Quality Management Systems

The main objective of this standard is to help the Municipality ensure citizen satisfaction, improve internal efficiency, and increase market competitiveness through the establishment, implementation, and maintenance of a quality management system.



## NP 4427:2018 - People Management Systems

The implementation of this standard aims to assist the Municipality in implementing effective people management practices, aligned with its strategic objectives, emphasizing the importance of valuing the potential and talent of employees, promoting a motivating, inclusive work environment that fosters professional growth.



## NP ISO 45001:2019 – Occupational Health and Safety Management Systems

The purpose of this standard is to guide the Municipality in promoting a safe and healthy work environment, preventing accidents, and mitigating risks inherent to the work activity, while protecting the physical and mental integrity of its employees.



## NP EN ISO 14001:2015 – Environmental Management Systems

This certification recognizes and highlights the technical requirements and full compliance with all environmental and regulatory requirements directly associated with the activities, products, and services provided by the Municipality in the management and maintenance of urban parks. It is important to note that this certification covers various parks within the Municipality, including the Palácio de Cristal, Parque da Pasteleira, Parque Oriental, Parque do Covelo, Parque de São Roque, and Parque das Virtudes.



## NP 4552:2022 - Work-Life, Family, and Personal Life Balance Management Systems

Aiming primarily to increase well-being, quality of life, and satisfaction levels, this standard enhances a systematic set of requirements that aim to directly contribute to employee motivation, commitment, and physical and mental health.



## ISO 22320:2018 – Emergency Management Systems

Aiming to ensure safety, communication, planning, monitoring, and evaluation of emergencies, this certification prepares the Municipality, particularly the emergency response entities, to effectively respond to unexpected events, minimizing the negative impacts on people, property, the environment, and the execution of operations.



## ISO 37120:2018 - Sustainable Cities and Communities

This standard establishes a set of standardized indicators that allow the Municipality to measure performance and progress in the area of sustainability and quality of life. Moreover, based on a consistent structure for collecting, analyzing, and communicating urban data, this certification enables the Municipality to compare its performance with other urban centers, as well as monitor the impact of the implementation of policies and actions over time.

It is important to highlight that the Municipality has achieved this recognition for the third consecutive time and, furthermore, was awarded the highest certification from the World Council on City Data – the platinum level – for the second time. During the same period, only 23 cities worldwide were certified with this standard.

All information regarding the certifications of the Municipality of Porto can be found on the institutional [website](#).



# **RANKPORTO**

Porto's Position in the Country and the World

2024 Report

**Porto.**